

**Advertising Design & Graphic Arts**  
**New York City College of Technology**  
The City University of New York

**GRA3611 Vector Art Editing**

Wednesday: 8AM – 11.20AM (G204)  
Instructor: M. Genevieve Hitchings  
Email: mhitchings@citytech.cuny.edu  
Website: www.artorium.com/instruction  
Office: N1127  
Phone: 718-260-5823 (department)  
Office Hours: Monday: 1-2PM Thursday: 2-4PM

**Course Description**

An advanced course that continues to develop how to create, correct, and modify graphics. Students will learn advanced techniques for design, illustration and production on the computer, how to simplify path points and specify the flatness value for optimized files. Students are exposed to professional techniques and tools using software such as Adobe Illustrator and Bridge on the Macintosh operating system.  
4 cl hrs, 3 cr

Prerequisites Raster & Vector Graphics, AD 360, GA 508

**Attendance (College) and Lateness (Department) Policies:**

A class roster roll will be taken at the beginning of each class. Only two absences may be allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU). Students arriving after the roll is taken will be marked "late." Students may be notified at the earliest opportunity in class after they have been absent or late. After being absent two times or equivalent (2 lateness = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline, 4/9/08) or may be withdrawn from the class (code WU).

**Academic Integrity Standards**

You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

**Course Objectives**

- Design and develop an overarching multi -part design project
- Apply critical thinking skills supported by research
- Present a design project logically and convincingly

- Identify and apply strategies for design in three sub disciplines: identity design, advertising, and print collateral.
- Create various complex vector graphics.
- Reflect learning from engaging challenging resource material that a student will interpret appropriately and accurately in his/her own words and following ethical guidelines for intellectual property.

### Teaching/Learning Method

- Show and Tell – happenings within the field (websites, magazines, nyc)
- Review homework
- In-class critique of work – provide feedback
- Lectures, lessons and software demonstrations
- Discuss projects and assignments
- In-class lab time to work on assignments
- Class blog ([www.artorium.com/instruction](http://www.artorium.com/instruction))

### Grading

Students are responsible for completing all projects within project deadlines. Students will be evaluated on aesthetic and conceptual excellence, strong process development, dynamic verbal participation, timeliness, attendance and adherence to a professional level of communication and responsibility

Student performance will be evaluated based upon the following criteria:

90% =	Homework (exercises)	20%
	Project Brief	10%
	Identity Design	20%
	Stationery Design	10%
	Poster	20%
	Promotional design - Postcard Design	10%
	Total:	<u>90%</u>

10% = Class preparation/participation/attendance

Total: 100%

Methods of Assessment				
	Concept/Design	Technical Skill	Commitment to Refine Product	Punctuality
	(Process & Sketches)	(Proficiency)	(Timeliness, Craft & Presentation)	Assignments lose one full grade point for each day late.
<b>A =</b>	Outstanding	Outstanding	Outstanding	
<b>B =</b>	Good	Good	Good	
<b>C =</b>	Adequate	Adequate	Adequate	
<b>D =</b>	Poor	Poor	Poor	

### Project

Students will be introduced to a client with specific design needs. Students will develop a multi-piece presentation that effectively addresses the needs of the client. The project's final presentation will be in the form of a project deck.

**Class Policy:**

1. If you miss a class, or know you will be missing a class, you must send me an email.
2. Keep and backup all the exercises and projects that you have created throughout the semester.
3. You are expected to keep up with the class blog ([www.artorium.com/instruction](http://www.artorium.com/instruction)).

**Required Text:** None

<b>Topical Outline</b> – (Outline may be adjusted as semester progresses. Students will be notified.)		
<b>WEEK</b>	<b>Lecture Topic</b>	<b>Homework Assignment</b>
<b>Week 1</b> Wednesday 08.28	<b>Intro &amp; Overview</b> Illustrator <ul style="list-style-type: none"> <li>• Workspace</li> <li>• Panels</li> <li>• Bridge</li> <li>• Geometric Objects</li> <li>• Freehand drawing</li> <li>• <b>Project 1: Brief</b> (DUE week 8 – MID-TERM)</li> </ul>	<ul style="list-style-type: none"> <li>• Project Brainstorm</li> <li>• Research</li> <li>• Illustrator Exercise</li> </ul>
<b>Week 2</b> Wednesday 09.11	<b>Drawing skills and tools</b> <ul style="list-style-type: none"> <li>• Brushes and Symbols</li> <li>• Pen tool</li> <li>• Compound Paths &amp; Compound Shapes</li> <li>• Free transform, Distort Filters</li> <li>• Symbols vs Scatter Brush</li> </ul>	<ul style="list-style-type: none"> <li>• Historical Overview</li> <li>• Inspiration Collage</li> <li>• Identity Design <ul style="list-style-type: none"> <li>- Name</li> <li>- Logo 15 sketches</li> </ul> </li> <li>• Illustrator Exercise</li> </ul>
<b>Week 3</b> Wednesday 09.18	<b>Typography</b> <ul style="list-style-type: none"> <li>• Types of Type</li> <li>• Threaded Type</li> <li>• Wrapping Type</li> <li>• Creating Outlines</li> <li>• Envelope Distort</li> </ul>	<ul style="list-style-type: none"> <li>• Branding Objectives</li> <li>• Target Audience</li> <li>• Refine Logo Sketches</li> <li>• Product Style Guide <ul style="list-style-type: none"> <li>- Tag line</li> <li>- Color scheme</li> <li>- Typefaces</li> </ul> </li> <li>• Illustrator Exercise</li> </ul>
<b>Week 4</b> Wednesday 09.25	<b>Color</b> <ul style="list-style-type: none"> <li>• Strokes, Fills, Gradients</li> <li>• Live Paint</li> <li>• Live Trace</li> <li>• Layers</li> <li>• Appearances</li> <li>• Effects</li> </ul>	<ul style="list-style-type: none"> <li>• Logo Design</li> <li>• Postcard Sketches</li> <li>• Illustrator Exercise</li> </ul>
<b>Week 5</b> Wednesday 10.02	<b>Complexity</b> <ul style="list-style-type: none"> <li>• The Blend Tool</li> <li>• The Mesh Tool</li> <li>• Gradients</li> </ul>	<ul style="list-style-type: none"> <li>• Finalize logo</li> <li>• Postcard Design</li> <li>• Style guide</li> </ul>
<b>Week 6</b> Wednesday 10.09	<b>Field Trip (TBA)</b>	<ul style="list-style-type: none"> <li>• Finalize Style guide</li> <li>• Stationery Design</li> </ul>

<b>Week 7</b> Wednesday 10.16	<b>Complexity</b> <ul style="list-style-type: none"> <li>• Clipping Masks</li> <li>• Transparency</li> <li>• Opacity Masks</li> </ul>	<b>Final Edits:</b> <ul style="list-style-type: none"> <li>• Logo</li> <li>• Product renderings</li> <li>• Style guide</li> <li>• Begin project deck design</li> </ul>
<b>Week 8</b> <b>MID TERM</b> Wednesday 10.23	<b>Live Color</b> <ul style="list-style-type: none"> <li>• Live Color Workspace</li> <li>• Live Effects &amp; Graphic Styles</li> <li>• In class presentations</li> </ul> <b>DUE:</b> <ul style="list-style-type: none"> <li>• Finalized logo – presented in black and white and color</li> <li>• Style Guide: typography usage and color scheme</li> <li>• Application: Stationery design (letterhead, envelope and business cards) – should follow style guide specifications</li> <li>• Process (logo sketches – thumbnails)</li> </ul>	<ul style="list-style-type: none"> <li>• Final: Postcard, Identity Design, Style Guide, Stationery Design</li> </ul>
<b>Week 9</b> Wednesday 10.30	<b>Dimensions</b> <ul style="list-style-type: none"> <li>○ 3D</li> <li>○ Perspective Grid</li> </ul>	<ul style="list-style-type: none"> <li>• Poster Sketch</li> </ul>
<b>Week 10</b> Wednesday 11.06	<b>Advanced Techniques</b> <ul style="list-style-type: none"> <li>• Brushes</li> <li>• Symbols</li> <li>• Scatter Brush</li> <li>• <b>DUE</b> Identity Design, Style Guide, Stationery Design</li> </ul>	<ul style="list-style-type: none"> <li>• Poster Design</li> <li>• Sign Sketches</li> </ul>
<b>Week 11</b> Wednesday 11.13	<b>Advanced Techniques</b> <ul style="list-style-type: none"> <li>• Gradient Mesh</li> <li>• Clipping Masks</li> </ul>	<ul style="list-style-type: none"> <li>• Fine-tune sketches</li> </ul>
<b>Week 12</b> Wednesday 11.20 11.27 (no class)	<b>Advanced Techniques</b> <ul style="list-style-type: none"> <li>• Brushes</li> </ul>	<ul style="list-style-type: none"> <li>• Organize project deck</li> </ul>
<b>Week 13</b> Wednesday 12.04	<b>Illustrator and</b> <ul style="list-style-type: none"> <li>• Photoshop</li> </ul>	<ul style="list-style-type: none"> <li>• Finalize project deck</li> </ul>
<b>Week 14</b> Wednesday 12.11	<b>Production and Output</b> <ul style="list-style-type: none"> <li>• Final presentations.</li> </ul>	<ul style="list-style-type: none"> <li>• Revise project deck</li> <li>• Send to print</li> </ul>
<b>Week 15</b> Wednesday 12.18	<b>EVERYTHING DUE</b> <ul style="list-style-type: none"> <li>• The final work must be submitted at the end of the semester as both a digital PDF and a professionally printed and bound booklet.</li> </ul>	